

## ORDER



**Orders**  
**Order / Rev:** 37088  
**Alt Order #:** 08853844  
**Product Desc:** ISSUE  
**Estimate:** 1576  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 08/23/12 / 10/01/12  
**Order Type:** GENERAL

KLAS

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** Great American Media  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** DCCC  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	33	\$46,250.00	\$39,312.50
10/01/12	10/01/12	7	\$7,450.00	\$6,332.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	33	\$46,250.00	\$39,312.50	0.00
October 2012	7	\$7,450.00	\$6,332.50	0.00
<b>Totals</b>	<b>40</b>	<b>\$53,700.00</b>	<b>\$45,645.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$53,700.00
Market	100%	\$179,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$44,750.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$8,950.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/25/12	10/01/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	2	\$800.00	LV1	0.00	NM	2	\$1,600.00
8 NEWS NOW AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--			2			\$800.00		0.00			
E 2	8	09/25/12	10/01/12		CM	6-7a	MTWTF--	:30	2	\$900.00	LV1	0.00	NM	2	\$1,800.00



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 Estimate: 1576  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	8	09/29/12	09/29/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p	CM	5-7p (5:00 PM-5:30 PM)	-----S-	:30	1	\$700.00	LV1	0.00	NM	1	\$700.00
8 NEWS NOW AT 5PM-SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$700.00		0.00			
E 16	8	09/25/12	10/01/12	630-7p Inside Edition Inside Edition	CM	630-7p	MTWTF--	:30	2	\$1,200.00	LV2	0.00	NM	2	\$2,400.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$1,200.00		0.00			
E 17	8	09/25/12	10/01/12	7-8p Rotator 7-8p Rotator	CM	7-8p	MTWTF--	:30	3	\$1,200.00	LV2	0.00	NM	3	\$3,600.00
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					3	\$1,200.00		0.00			
E 18	8	09/29/12	09/29/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p	-----S-	:30	1	\$500.00	LV1	0.00	NM	1	\$500.00
ET WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$500.00		0.00			
E 19	8	09/30/12	09/30/12	Sun 10-11p The Mentalist	CM	10-11p	-----S	:30	1	\$8,500.00	LV1	0.00	NM	1	\$8,500.00
HOW I MET MOTHER/2 BRKE GRL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$8,500.00		0.00			
E 20	8	10/01/12	10/01/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	M-----	:30	1	\$1,900.00	LV2	0.00	NM	1	\$1,900.00
8 NEWS NOW AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	M-----					1	\$1,900.00		0.00			
E 21	8	09/29/12	09/30/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P	-----SS	:30	2	\$900.00	LV1	0.00	NM	2	\$1,800.00
8 NEWS NOW AT 11PM-WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----SS					2	\$900.00		0.00			
N 23	8	09/28/12	09/28/12	Fri 8-9p CSI: NY	CM	8-9p	----F--	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$7,500.00		0.00			
N 24	8	09/29/12	09/29/12	ACC Football ACC Football	CM	930a-12n	-----S-	:30	4	\$1,125.00	LV1	0.00	NM	4	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					4	\$1,125.00		0.00			
N 25	8	10/01/12	10/01/12	Letterman Letterman	CM	1135p-1237a	M-----	:30	1	\$750.00	LV2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$750.00		0.00			
													Totals	40	\$53,700.00